THE HASLEM GROUP

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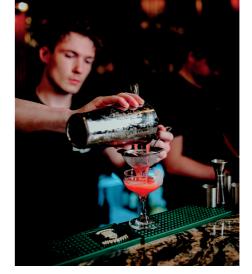
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he Haslem Group, Northern Ireland's newest hospitality group, has embarked on an exciting journey by taking charge of two well-loved establishments in Lisburn Square: The Haslem Hotel and The Lark bar. Following the conclusion of the management contract with well-known hospitality company, Beannchor, in June 2023, operations were handed over to the Haslem Group, signalling an exciting new chapter for both venues.

For The Haslem Group, this transition is about more than just paperwork. The newly appointed team of industry experts has been assembled to take both The Haslem Hotel and The Lark bar to new heights. Their goal is to revolutionise Lisburn Square into the premier destination for coffee breaks, intimate cocktail experiences, live music, and relaxation inside the city. This prime location is nestled conveniently between Belfast and Dublin, making it a hotspot for all kinds of leisure and business activities.

Under the leadership of Director Nicky McCollum and Niall Burns, recently appointed as the Director of Hospitality for The Haslem Group, this venture is poised for unparalleled success and expansive growth. Niall Burns brings an illustrious history in the hotel and hospitality realm, having excelled over the past 15 years. He has led and inspired teams across the Island of Ireland and notably serving as the esteemed General Manager at the acclaimed 5-star Culloden Estate and Spa and the 5-star Lyrath Estate and Spa, Kilkenny,



Get ready to treat your taste buds to an unforgettable journey as The Haslem Group introduces an array of mouth-watering menus, expertly crafted by their new culinary teams. This exciting development takes centre stage at both The Haslem Hotel and The Lark bar, promising a dining experience that mixes new and traditional flavours in the most delightful way. This new culinary journey for both venues is a testament to the commitment of The Haslem Group in their desire to revolutionise the food and drink scene in not only Lisburn, but also Northern Ireland. The meticulously developed menus are a chance to enjoy both the finest flavours of locally sourced ingredients, and the creativity and skills of homegrown talent that goes into every dish. The future is truly



bright for The Haslem Group with multiple expansion plans already on the horizon for Lisburn Square.

The Haslem Group is aiming to show how hospitality can be reimagined, creating unforgettable experiences in design led spaces. Nicky McCollum, Director of the Haslem Group, expressed, "Our vision for reshaping Lisburn into a prominent leisure destination was intrinsically tied to the launch and evolution of The Haslem Hotel and The Lark bar. The success of these establishments to date underscores the strong demand for top-tier leisure and hospitality experiences in Lisburn. As we move forward, our new management team will assume the daily operations of The Haslem and The Lark, as a vital element of our broader strategy to cultivate Lisburn Square into a vibrant leisure and business hub between Belfast and Dublin. The Haslem Group is striving to deliver leading value, whilst consistently providing guests with quality hospitality experiences. We will continue to carefully explore and pursue opportunities to further the group's hospitality offerings."

Furthermore, Niall Burns, Director of Hospitality for The Haslem Group added, "The Haslem Group's strategy remains focused on the delivery of world class, market-leading hospitality and tourism experiences for the local economy in Lisburn, the wider Northern Ireland market, and the growing number of international visitors. Our vision behind the Group is also to create an employee journey that works in delivering an attractive and meaningful reason to develop or pursue a career in the hospitality industry. We are focused on attracting top hospitality professionals, along with the next generation of hospitality stars who can work with us to bring The Haslem Group's visions into reality. This is equally driven by the group's commitment to grow the business organically, by continually investing in innovative product offerings, and services, to exceed market and guest demands.'



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